## **Application Data Sheet**

## Inventor Information

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Correspondence Information:

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Name Line Two:: Jeffrey W. Salmon

Address Line One:: 22nd Floor

Address Line Two:: 120 South Riverside Plaza

City:: Chicago

State of Province::

Postal or Zip Code:: 60606

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## **Application Information**

Title Line One:: METHOD AND APPARATUS FOR ASSOCIATING ON

DEMAND

Title Line Two:: CERTAIN SELECTED MEDIA AND VALUE-ADDING

**ELEMENTS** 

Total Drawing Sheets:: 24

Formal Drawings?:: Yes

Application Type:: Utility/Non-Provisional

Docket Number:: 7887/83890

**Continuity Information** 

This Application is a:: Continuation No. 2 of

Application Serial No.:: 09/969,114

Application Filing Date:: October 1, 2001

## Representative Information

Registration Number One::	24,003
Registration Number Two:	22,839
Registration Number Three:	28,903
Registration Number Four:	27,429
Registration Number Five:	25,060
Registration Number Six:	22,053
Registration Number Seven:	27,466
Registration Number Eight:	29,434
Registration Number Nine:	29,054
Registration Number Ten:	29,381
Registration Number Eleven:	34,044
Registration Number Twelve:	27,600
Registration Number Thirteen:	34,137
Registration Number Fourteen:	38,110
Registration Number Fifteen:	39,724
Registration Number Sixteen:	39,021
Registration Number Seventeen:	37,963
Registration Number Eighteen:	37,135
Registration Number Nineteen:	40,604
Registration Number Twenty:	37,435